

Message Text

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43

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 TRSE-00 OES-05 AGR-10

L-03 PA-02 PRS-01 USIA-15 /056 W
----- 004504

R 161951Z JAN 75

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 6915

INFO AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL NICE

AMCONSUL STRASBOURG

UNCLAS SECTION 01 OF 02 PARIS 01540

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJECT: FY-1976 CCP: 2ND QUARTER PROGRESS REPORT

REF.: (A) STATE 244219, (B) PARIS 27647

1. COUNTRY COMMERCIAL ACTION GROUP'S (CCAG) REVIEW OF FY-1976 CCP 2ND QUARTER PROGRESS FOLLOWS (COMMENTS ARE LIMITED TO SIGNIFICANT VARIATIONS FROM TARGETED REQUIREMENTS). OF GENERAL NOTE IS FACT THAT UNIVERSE MAILINGS WERE MADE DURING QUARTER TO POTENTIAL AGENTS/ DISTRIBUTORS AND IMPORTANT END-USERS FOR CAMPAIGNS ON WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT, ENERGY SYSTEMS, FOOD PROCESSING AND PACKAGING EQUIPMENT, AND COMPUTER AND EDP EQUIPMENT. RESPONSES TO DATE HAVE BEEN ENCOURAGING.

2. CAMPAIGN ACTIVITIES

A. CAMPAIGN 1 (PRINTING AND GRAPHIC ARTS EQUIPMENT).

ITEM 1. SIXTEEN PTO'S WERE SUBMITTED. THUS, CCP TARGET OF 15 PTO'S FOR FIRST TWO QUARTERS HAS BEEN EXCEEDED: CUMULATIVE TOTAL IS NOW 19. ITEM 2. CCAG UNCLASSIFIED

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RECOMMENDS POSTPONEMENT OF SUBMISSION OF PTR ON

SUBCATEGORY OF TARGET INDUSTRY TO 4TH QUARTER FY-1976
WHEN IMPROVED ECONOMIC SITUATION AND RESULTS OF TRADE
CENTER (TC) SHOW WILL PERMIT US TO BETTER DISCERN
INDUSTRY TRENDS.

B. CAMPAIGN 2 (WATER PURIFICATION AND POLLUTION
CONTROL EQUIPMENT). ITEM 1. CAMPAIGN MANAGER WORKED
WITH SCIENCE ATTACHE TO IDENTIFY LEADING ENVIRONMENT-
ALIST FOR LEADER GRANT; WE UNABLE TO IDENTIFY A GOOD
CANDIDATE. ITEM 3. TWO BSP'S WERE HELD AT TC,
WHEREAS CCP CALLS FOR ONLY ONE. IN ADDITION, NUMEROUS
BSP'S FEATURING INSTRUMENTS WHICH COULD BE USED IN
THE POLLUTION CONTROL FIELD (SUCH AS LAB '75) WERE
STAGED. ITEM 4. EMBASSY CALLED ON 8 MAJOR DISTRIBUTORS
AND END-USERS IN THE FIELD, EXCEEDING CCP TARGET OF
4. NINE PTO'S WERE SUBMITTED. THUS, CCP TARGET OF
18 PTO'S FOR FIRST TWO QUARTERS HAS BEEN EXCEEDED:
CUMULATIVE TOTAL IS NOW 22. ITEM 7. CCAG BELIEVES
THAT CATALOGUE SHOW IN A CONSULATE GENERAL WOULD
CONFLICT WITH POLLUTION CONTROL EQUIPMENT EXPOSITION
SCHEDULED FOR MARCH 30-APRIL 2, 1976 AT TC. THEREFORE,
CCAG RECOMMENDS THAT THIS ITEM BE DROPPED FROM
CAMPAIGN. ITEM 8. CCP CALLS FOR ONE SHOWING OF USIS
FILM. SINCE OCTOBER 1, 40 SHOWINGS TO APPROXIMATELY
1,200 PERSONS WERE HELD OF USIS FILMS ON ENVIRONMENTAL
PROBLEMS AND THEIR SOLUTIONS. ITEM 9. EMBASSY HAS
CONTACTED SEVERAL LEADING JOURNALISTS IN POLLUTION
CONTROL FIELD, BUT TO-DATE AN ARTICLE HAS YET TO
APPEAR. THIS TARGET SHOULD BE ACHIEVED IN 3RD
QUARTER.

C. CAMPAIGN 3 (ENERGY SYSTEMS). ITEM 3. NO ARTICLE
WAS PUBLISHED IN MEDIA. WE HOPE TO ACHIEVE THIS
OBJECTIVE IN 3RD QUARTER. ITEM 4. CREUSOT-LOIRE
HAS AGREED IN PRINCIPLE TO VIEW USIS FILM ON NUCLEAR
SAFEGUARDS. ACTUAL PROJECTION WILL TAKE PLACE SHORTLY.
ITEM 5. THIRTY-SEVEN PTO'S WERE SUBMITTED VERSUS 8
CALLED FOR IN CCP.

D. CAMPAIGN 4 (FOOD PROCESSING AND PACKAGING EQUIP-
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MENT). ITEM 2. EMBASSY SENT 1,400 LETTERS TO THE
UNIVERSE OF FRENCH FOOD PROCESSORS IN SUPPORT OF
FOREIGN BUYERS GROUP (FBG) VISIT TO NATIONAL EXPOSITION
OF FOOD PROCESSORS IN SAN FRANCISCO. ALTHOUGH SOME
PERSONS MAY GO INDIVIDUALLY, ONLY 8 RPT 8 PERSONS
SIGNED UP WITH TOUR PROMOTER. (EMBASSY WILL COMMENT
FURTHER IN SEPARATE MESSAGE ON THIS EXERCISE WITH
VIEW TO IMPROVING FOREIGN BUYERS PROGRAM.) ITEM 3.

EIGHTEEN PTO'S WERE GENERATED VERSUS 9 CALLED FOR IN
CCP. THE RECENT CREATION OF A NEW POSITION OF
SECRETARY OF STATE FOR THE FOOD INDUSTRY IN THE FRENCH

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INFO OCT-01 EUR-12 ISO-00 COME-00 TRSE-00 OES-05 AGR-10

L-03 PA-02 PRS-01 USIA-15 /056 W
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TO SECSTATE WASHDC 6916
INFO AMCONSUL BORDEAUX
AMCONSUL LYON
AMCONSUL MARSEILLE
AMCONSUL NICE
AMCONSUL STRASBOURG

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GOVERNMENT CLEARLY SIGNALS CONTINUED EMPHASIS BY THE
GOF ON DEVELOPMENT OF THE FOOD PROCESSING SECTOR AND
CONTINUED INVESTMENT INCENTIVES. THESE SHOULD REDOUND
TO THE BENEFIT OF U.S. EXPORTS.

E. CAMPAIGN 5 (CONSUMER GOODS). ITEM 2. CCAG
RECOMMENDS POSTPONEMENT OF SUBMISSION OF PTR ON FLOOR
AND WALL COVERINGS UNTIL 4TH QUARTER FY-1976 IN VIEW
OF SLUGGISH DEMAND FOR THESE PRODUCTS. ITEM 3.
BECAUSE OF ECONOMIC SLOWDOWN IN FRANCE, LA REDOUTE
MAIL ORDER HOUSE HAS INDEFINITELY POSTPONED CATALOGUE
PROMOTION (SEE PARA 2E, REFTEL B). ITEM 4. TWO-
HUNDRED-EIGHT PTO'S WERE DEVELOPED VERSUS 90 CALLED
FOR IN CCP. ITEM 5. SEVEN-HUNDRED-FIFTY LETTERS WERE
SENT TO FRENCH DEALERS, MANUFACTURERS, AND TRADE
ASSOCIATIONS TO PROMOTE VISIT TO NATIONAL SPORTING

GOODS ASSOCIATION SHOW. FORTY-TWO FRENCH BUYERS HAVE SIGNED UP WITH TOUR AGENTS VERSUS 35 TARGETED IN CCP. ITEM 7. REGARDING HOUSEWARES AND DOMESTIC APPLIANCES EXPOSITION, 957 VISITORS WERE REGISTERED (TARGET 800), 12 NTM AND 5 NTE U.S. FIRMS WERE INTRODUCED TO FRENCH UNCLASSIFIED

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MARKET (TARGET 15 NTM FIRMS), 4 AGENCY AGREEMENTS WERE SIGNED DURING THE SHOW AND 18 SHOULD BE CONCLUDED WITHIN 12 MONTHS (TARGET 30 AGENCY AGREEMENTS), FLOOR SALES AMOUNTED TO \$175,225 WITH 12 MONTHS' PROJECTION OF \$4.2 MILLION (TARGET \$8 MILLION IN INCREMENTAL SALES).

F. CAMPAIGN 6 (COMPUTER AND EDP EQUIPMENT). ITEM 1. REGARDING DATA COMMUNICATION SHOW AT TC (OCTOBER 20-23, 1975), 1,442 VISITORS WERE REGISTERED (TARGET 1,000), FLOOR SALES AMOUNTED TO \$1,597,000 AND 12 MONTHS PROJECTIONS REACHED \$4.85 MILLION (TARGET \$5 MILLION IN INCREMENTAL SALES), 4 NTE AND 27 NTM FIRMS WERE INTRODUCED TO FRENCH MARKET (TARGET 20 NTM), NUMBER OF AGENTS/DISTRIBUTORS APPOINTED, LICENSEES FOUND, AND JOINT VENTURES CONCLUDED AMOUNTED TO 3 DURING SHOW AND 10 ARE EXPECTED TO BE CONCLUDED WITHIN 12 MONTHS (TARGET 15 AGENCY AGREEMENTS). ITEM 2. THIRTEEN PTO'S WERE SUBMITTED VERSUS 10 CALLED FOR IN CCP. IN ADDITION TO ABOVE ACTIVITIES, 6 BSP'S WERE HELD AT TC AND WE ARE SUPPORTING FBG TO NATIONAL COMPUTER CONFERENCE IN NEW YORK, JUNE 7-11, 1976.

G. CAMPAIGN 7 (INVEST IN U.S.A.). ITEM 1. MEETINGS WERE HELD WITH OVER 50 PROSPECTIVE INVESTORS AND/OR REVERSE LICENSORS AND 15 REASONABLY SERIOUS PROPOSALS WERE REFERRED TO STATE REPRESENTATIVES IN EUROPE AND, AS APPROPRIATE, TO DEPARTMENT OF COMMERCE IN WASHINGTON. ITEM 2. DISCUSSIONS WERE HELD WITH USIS ON PRODUCTION OF A SUITABLE INVESTMENT PROMOTION FILM IN FRANCE. HOWEVER, IN VIEW OF REDUCED EMPHASIS OF WASHINGTON AGENCIES ON THIS PROGRAM, WE HAVE DROPPED THE PROPOSAL. ITEM 3. A LYON "INVEST IN U.S.A." CONFERENCE WILL BE HELD JANUARY 20, 1976.

3. NON-CAMPAIGN ACTIVITIES.

A. AIRCRAFT AND AVIONICS. A FOLLOW-UP REPORT ON 1975 PARIS AIR SHOW, INCLUDING POSSIBLE CHANGES FOR 1977 SHOW, WAS SUBMITTED IN PARIS A-453 OF OCTOBER 21, 1975. UNCLASSIFIED

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B. ELECTRONIC COMPONENTS. TC ELECTRONIC COMPONENTS SHOW REGISTERED \$13.1 MILLION IN OFF-THE-FLOOR AND ONE-YEAR PROJECTED SALES. A TOTAL OF 250 BLUE RIBBON CALLS WERE MADE TO PROMOTE THE SHOW WHICH ALSO RECEIVED WIDE PUBLICITY THROUGH TRADE PRESS AND EMBASSY'S COMMERCIAL NEWSLETTER. EMBASSY SUBMITTED A FOLLOW-UP REPORT JANUARY 13, 1976.

C. HOTEL AND RESTAURANT EQUIPMENT. COMAFF OFFICERS VISITED AND REPORTED ON PARIS EQUIP'HOTEL TRADE FAIR. TC SHOW ON HOTEL EQUIPMENT SHOULD INDICATE MORE PRECISELY IF U.S. PARTICIPATION IN EQUIP'HOTEL WOULD BE A USEFUL VEHICLE FOR PROMOTION OF U.S. PRODUCTS. TWO ARTICLES WERE PUBLISHED IN COMMERCIAL NEWSLETTER.

D. DENTAL EQUIPMENT AND SUPPLIES. DENTAL EQUIPMENT JEEP, ORIGINALLY SCHEDULED FOR MARCH 29-APRIL 1, 1976, WAS CANCELLED. THEREFORE, CCAG RECOMMENDS THAT THIS NON-CAMPAIGN ACTIVITY BE DELETED FROM THE CCP.
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